

DM-149-G

December 17, 1993

To All Division Managers

SUBJECT: 1994 Consumer Mission Program

We are pleased to announce that the Consumer Mission Program will continue for 1994, with some modifications. The Consumer Mission Program has proven to be very effective in generating targeted trial of competitive adult smokers on a one-on-one basis. It has also resulted in very effective name generation from our business reply cards which are attached to the coupon.

Consumer Mission coupons should continue to be used during the normal course of business activities when you and your people encounter a competitive adult smoker purchasing cigarettes. Direct one-on-one competitive adult smoker contacts are essential to trial and awareness of our brands, especially WINSTON SELECT and the CAMEL brand family.

Program Specifics

- In order to maximize effectiveness and cost efficiencies, all Consumer Mission offers should be a buy-one-get-one-free. In other words, a free pack should be given to the consumer only if the consumer agrees to buy a pack at the normal retail price.
- All adult competitive smokers presented our Consumer Mission offer should be encouraged to fill out the business reply card, if possible on the spot, returning the card to you for mailing.
- We will develop just one coupon for both full-price and savings in 1994 to reduce administration and facilitate implementation. Continue to use existing full-price and savings free pack coupons until the new coupon is available. Effective immediately, all Consumer Mission offers should be a B1G1F, as explained above. The new coupon will state clearly that the offer is a B1G1F. You will be notified of future availability dates and region allocations for 1994 Consumer Mission coupons.
- There will be no Consumer Mission carton coupons in 1994.
- Priority full-price brands in 1994 are WINSTON SELECT and CAMEL. However, you should look at each situation individually. For example, the right brand for a Carlton smoker is obviously NOW. For a Merit smoker, VANTAGE may be the appropriate RJR brand to offer because it has a cork tip, and for menthol smokers, SALEM is our best competitive brand (see attached guidelines).

DM	T&D	REP
1224		
1225		
1226		
1229		
1230		
PTC	8AM	
ROM	PA	SC
RM	PC	MC
1240	1242	8AM

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- Savings brands priorities are DORAL and MONARCH. However, other savings brands (Best Value, MAGNA, STERLING) may be utilized if the opportunity presents itself. RJR Private Label brands are excluded from this Consumer Mission Program.
- If a store does not accept coupons, your people may still utilize our Consumer Mission Program by buying a second pack for the consumer if the consumer agrees to buy a pack. Charge up the pack bought on the bi-weekly expense report on line 540. This should only be done on an exception basis where the store will not accept coupons.
- Please do not over order or stock pile existing Consumer Mission coupons as they will be discontinued as soon as 1994 Consumer Mission coupons are available.

Again, the Consumer Mission Program has proven very effective in generating targeted trial and in providing name generation of competitive smokers for our Direct Marketing Programs. As applicable, you should continue to aggressively utilize this effective tool for trial of our products to competitive smokers.

Program Contact: Dick Luongo, extension #6110

R. J. REYNOLDS TOBACCO COMPANY

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Consumer Mission Conversion Guidelines

The following outlines suggested RJR priority brands when utilizing the Consumer Mission Program to convert competitive smokers. These are guidelines only as each specific situation may differ, i.e., already tried that brand, area of high brand style development, etc.

<u>Competitive Brand</u>	<u>Suggested RJR Brand Priority</u>
Marlboro Full Flavor	SELECT Full Flavor or CAMEL Filter
Marlboro Lights	CAMEL Special Lights or SELECT Lights
Newport, Kool Filter, Marlboro Menthol	SALEM
Alpine, Belair, Merit Menthol	SALEM Lights
Virginia Slims Menthol, B&H Menthol	SALEM Slim Lights, SALEM Ultra Lights 100, MORE White Lights
Merit	VANTAGE
True, Virginia Slims Lights	VANTAGE Ultra Lights
Eve, Capri, Saratoga, Max, Virginia Slims 120s, B&H 120s	MORE
Carlton, Barclay, Kent III, True	NOW
Cambridge (lowest tar), Bristol (lowest tar)	NOW, DORAL Ultra Light, MONARCH Ultra Light
Basic, GPC, Montclair	DORAL, MONARCH, BEST VALUE
Misty	STERLING Slim 100s, DORAL 100s
Cambridge	DORAL, MONARCH

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